

Charity Registration No. 1164761

Company Registration No. 9568658 (England and Wales)

**IPSOS FOUNDATION**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED 30 JUNE 2016**

TUESDAY



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COMPANIES HOUSE

# IPSOS FOUNDATION

## LEGAL AND ADMINISTRATIVE INFORMATION

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<b>Trustees</b>	Mr B Gosschalk	(Appointed 28 May 2015)
	Mr D Holliss	(Appointed 28 May 2015)
	Mr R Silman	(Appointed 28 May 2015)
	Mr R Windle	(Appointed 30 April 2015)
	G Aitchison	(Appointed 5 January 2017)

<b>Secretary</b>	R van Hullen
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<b>Charity number</b>	1164761
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<b>Company number</b>	9568658
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<b>Principal address</b>	3 Thomas More Square London E1W 1YW
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<b>Auditors</b>	Cansdales Bourbon Court Nightingales Corner Little Chalfont Bucks HP7 9QS
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<b>Bankers</b>	Barclays 1 Churchill Place London Uk E14 5HP
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# IPSOS FOUNDATION

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# **IPSOS FOUNDATION**

## **TRUSTEES' REPORT**

### ***FOR THE PERIOD ENDED 30 JUNE 2016***

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The Trustees present their report and financial statements for the period ended 30 June 2016. The Foundation was incorporated on 30 April 2015 and was registered as a charity on 8 December 2015.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)"

#### **Objectives and activities**

The purpose of the Ipsos Foundation is "to help disadvantaged children and youth with education", anywhere that Ipsos operates (currently Ipsos operates in 87 countries). To do this, applications are made to the Ipsos Foundation by charities working together with an Ipsos employee to ensure accuracy in both completing and complying with the Ipsos Foundation Application Guide (IFAG).

The Trustee board meets four to five times per year to review the applications. All applications are considered and, depending upon the merits of the application, decisions are made to either approve/reject/ or request more information at each meeting.

In this our first year of operation as a UK Foundation the majority of applications have had a clear decision. A summary of the performance of applications this year is:

- Five approved
- Five rejected
- One referred pending more information

A total of around £57,000 has been funded to charities and a further £40,043 has been committed by Ipsos Mori and approved by the Trustees in the period but distributed to the relevant charities after the year end. The charities have benefitted many different disadvantaged children in countries as diverse as the Philippines, Romania, Russia, Italy and India. In each case where a charity receives an award, the relevant Ipsos employee, who submitted the application, will monitor and review the use of the money and report back to the trustees on the progress and benefit that have been provided. This will occur within twelve months of the award.

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake.

# IPSOS FOUNDATION

## TRUSTEES' REPORT (CONTINUED)

### FOR THE PERIOD ENDED 30 JUNE 2016

As this is our first year of operation only one of these charities to benefit has had the opportunity to feedback their progress. This has been the Kythe Foundation in the Philippines.

Kythe helps and supports children with life threatening illnesses. Through the funding of the Ipsos Foundation we have engaged a few of the survivors as Child Life Co-ordinators responsible for overseeing the Kythe core services to the pediatric patients and their families.

Two examples are:

- Aivy Fausto (21) - Aivy suffers from Von Willebrand's Disease and was diagnosed aged nine years. Aivy requires life-long treatment but is now working as a Communications Assistant for Kythe
- Alfred Nuay (19) – Alfred suffers from Rheumatic Heart Disease and was diagnosed aged twelve. He is currently taking a vocational course in IT and oversees the Child Life activities at Kythe

In addition, the funding from the Ipsos Foundation has provided the necessary money for the Child Life materials. These include:

- Children's books
- Training and workshops
- Story telling workshops
- Kite flying
- Day camps

As we look ahead we will be supporting Kythe in the following ways in 2017:

Activity	Schedule	Description
<b>Sigla Book Launch</b>	January	· The Sigla Distraction book is an educational workbook designed to distract the attention of the child while undergoing treatment. · We have sponsored the printing of 1000 copies of the book (approx. 5x8 inches)
<b>Passion for Caring Seminars</b>	Feb 8 - 10	· Kythe's Passion for Caring series of seminars is designed for the care and emotional support of the Kythe Medical Team. Being integral to the implementation of the Kythe Child Life Program, the Pediatric Medical Team of Kythe's affiliate hospitals builds its capacity to serve the child-patients, with the help of motivational and stress management seminars.
<b>Kite Flying</b>	March 18	· A flagship advocacy event of Kythe Foundation, Kythe Flying gathers child-patients, their families, corporate representatives, and volunteers together in solidarity to 'fly signature kites. Kids and volunteers remember during the event: "Kythe –saya pag sama-sama! ( <i>Kythe-happy when together</i> ). This is in line with Kythe's soaring message that "Children should be flying kites, not fighting cancer."
<b>Summer Camp</b>	April 25-27	· The three days of Summer Camp is the opportunity for the kids to stretch and unwind outside of the hospitals; take part in a number of exciting activities; and meet friends among volunteers and fellow patients, old and new alike.

In addition, we are delighted that there has been strong employee engagement with the Kythe Foundation through volunteering.

# IPSOS FOUNDATION

## TRUSTEES' REPORT (CONTINUED)

**FOR THE PERIOD ENDED 30 JUNE 2016**

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### Financial review

The Charity does not have any formal reserves policy as funds will be provided by Ipsos Mori as and when required.

The Trustees have assessed the major risks to which the Charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks. The main risk to the charity is ensuring that money donated is spent in accordance with the application. This is mitigated by receiving regular reports stating on what the donation has been spent.

The Trustee board is committed to the vision of helping disadvantaged children and youth with education. The desire of the trustees is to see wider geographical application, more charities and children benefitting and to create more opportunities for Ipsos employee engagement and volunteering.

The Trustees are also considering allowing employees to help fund the work of the Ipsos Foundation, and are actively engaged in plans to increase the communication of the work of the Ipsos Foundation both internally within Ipsos and externally. As part of this communication, next year we have plans to more widely report on the charities we have supported and the benefits it has brought.

### Structure, governance and management

The Ipsos Foundation is a registered charity number 1164761. The Ipsos Foundation was, and is, established by funding from Ipsos, a publicly quoted French based Market Research company. The Ipsos Foundation does not actively fundraise. At the, roughly, quarterly meetings trustees agree the areas of activity they wish to support. All Trustees give of their time freely and no trustee remuneration is paid.

The Trustees, who are also the directors for the purpose of company law, and who served during the period were:

Mr B Gosschalk	(Appointed 28 May 2015)
Mr D Holliss	(Appointed 28 May 2015)
Mr R Silman	(Appointed 28 May 2015)
Mr R Windle	(Appointed 30 April 2015)
G Aitchison	(Appointed 5 January 2017)
J Bussell	(Appointed 30 April 2015 and resigned 28 May 2015)

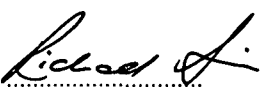
There are no formal methods of recruitment and appointment of Trustees.

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake. New trustees are encouraged to review this as part of the induction process.

### Disclosure of information to auditors

Each of the directors has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditors are aware of such information.

The Trustees' report was approved by the Board of Trustees.



Mr R Silman

Dated: 24/1/2017

# **IPSOS FOUNDATION**

## **DIRECTOR'S RESPONSIBILITIES STATEMENT**

***FOR THE PERIOD ENDED 30 JUNE 2016***

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The Trustees, who are also the directors of IPSOS Foundation for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the accounts; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

# **IPSOS FOUNDATION**

## **INDEPENDENT AUDITOR'S REPORT**

### **TO THE MEMBERS OF IPSOS FOUNDATION**

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We have audited the financial statements of IPSOS Foundation for the period ended 30 June 2016 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102.

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and regulations made under section 154 of that Act. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and its members as a body, for our audit work, for this report, or for the opinions we have formed.

#### **Respective responsibilities of Trustees and auditors**

As explained more fully in the statement of Directors' Responsibilities, the Trustees, who are also the directors of IPSOS Foundation for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

#### **Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Trustees' Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

#### **Opinion on accounts.**

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2016 and of its incoming resources and application of resources, including its income and expenditure, for the period then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.



# **IPSOS FOUNDATION**

## **INDEPENDENT AUDITOR'S REPORT (CONTINUED)**

### **TO THE MEMBERS OF IPSOS FOUNDATION**

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#### **Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- the information given in the Trustees' Report is inconsistent in any material respect with the financial statements; or
- the accounts are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

**Mr James Foskett (Senior Statutory Auditor)**  
for and on behalf of Cansdales

**Chartered Accountants**  
**Statutory Auditor**

27 January 2017

Bourbon Court  
Nightingales Corner  
Little Chalfont  
Bucks  
HP7 9QS

# IPSOS FOUNDATION

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE PERIOD ENDED 30 JUNE 2016

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	Notes	Unrestricted funds £
<b><u>Income from:</u></b>		
Donations and legacies	2	102,043
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<b>Total income</b>		102,043
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<b><u>Expenditure on:</u></b>		
Charitable activities		97,036
Support costs	4	2,219
		<hr/>
<b>Total expenditure</b>		99,255
		<hr/>
<b>Net movement in funds</b>		2,788
		<hr/>
Fund balances at 30 April 2015		-
		<hr/>
<b>Fund balances at 30 June 2016</b>		2,788
		<hr/> <hr/>

All income and expenditure derive from continuing activities and relate to unrestricted funds.

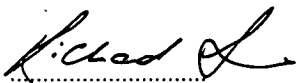
# IPSOS FOUNDATION

## BALANCE SHEET

AS AT 30 JUNE 2016

	Notes	2016 £	£
<b>Current assets</b>			
Debtors	5	40,043	
Cash at bank and in hand		4,948	
		<u>44,991</u>	
<b>Creditors: amounts falling due within one year</b>		<u>42,203</u>	
<b>Net current assets</b>			<u>2,788</u>
<b>Income funds</b>			
Unrestricted funds			<u>2,788</u>
			<u>2,788</u>

The financial statements were approved by the board of trustees and authorised for issue on 24/1/2017 and are signed on its behalf by:



Mr R Silman  
Trustee

Company Registration No. 9568658

# IPSOS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED 30 JUNE 2016

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#### 1 Accounting policies

##### Company information

IPSOS Foundation is a charitable company limited by guarantee incorporated in England and Wales. The registered office is given on the legal and administrative information page. IPSOS Foundation was incorporated on 30 April 2015. The period of these financial statements is 14 months to 30 June 2016.

##### 1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102"), "Accounting and Reporting by Charities" the Statement of Recommended Practice for charities applying FRS 102, the Companies Act 2006 and UK Generally Accepted Accounting Practice as it applies from 1 January 2015. The Charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared on the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

##### 1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

##### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the Charity.

##### 1.4 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is more likely than not that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Turnover is measured at the fair value of the consideration received or receivable and represents amounts receivable for goods and services provided in the normal course of business, net of discounts, VAT and other sales related taxes.

##### 1.5 Expenditure

Expenditure is accounted for on an accruals basis, inclusive of VAT which cannot be recovered.

# IPSOS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 30 JUNE 2016

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**1 Accounting policies** (Continued)

**1.6 Cash and cash equivalents**

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

**2 Donations and legacies**

2016

Donations and gifts	102,043
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**3 Grants payable**

Grants Payable

£

Grants to institutions:

Marco Pietrobono Onlus Association	7,213
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Romanian Centre	8,025
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SOS Children Village India	4,334
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START	8,025
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Kythe Foundation	29,396
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Accrued grants payable	40,043
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97,036
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Grants Payable

The grant making policy of IPSOS Foundation is a straightforward process whereby employees will fill in an application for funding to a non-for-profit, national charity, or international NGO, which will then be reviewed by the Trustees and granted at their discretion if it is within the charitable purposes and objectives of the charity.

All grants are considered unrestricted.

# IPSOS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

**FOR THE PERIOD ENDED 30 JUNE 2016**

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### **4 Other Expenditure**

	Unrestricted funds £
Auditor's remuneration	1,320
Auditor's remuneration for non audit services	840
Bank charges	59
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	2,219
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### **5 Debtors**

	2016 £
Amounts falling due within one year:	
Other debtors	40,043
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### **6 Related Party Transactions**

During the year donations were received from IPSOS Mori UK Ltd, a company in which Mr Richard Silman and Mr David Holliss are Directors, totalling £62,000. In addition, accrued income includes £40,043 which was received from IPSOS Mori UK Ltd after the period end but related to the period ended 30 June 2016.

No member of key management or Trustee was paid a remuneration or reimbursed any expenses.